

WHAT IS CLAIMED IS:

1. A method for customizing a digital camera for at least two particular users of such digital camera by storing at least one firmware component in a programmable memory of the digital camera which controls the operation of the digital camera, the method comprising the steps of:

(a) providing customization software executed external to the digital camera which can access a plurality of firmware components *functions* providing different camera features;

(b) a first user selecting a first desired camera feature and a second user selecting a second desired camera feature which is different from the first desired camera feature, to cause the customization software to access the corresponding firmware component(s) for the first and second desired camera features, respectively;

(c) providing the selected corresponding firmware component(s) to the digital camera to enable the first desired camera feature and to disable the second desired camera feature when the digital camera is used by the first user, and to enable the second desired camera feature and to disable the first desired camera feature when the digital camera is used by the second user, and programming the programmable memory of the digital camera to store the corresponding firmware component(s) to thereby customize the digital camera.

2. The method according to claim 1 further including the steps of:

(d) displaying the first and second users on a display of the digital camera;

(e) identifying which one of the first and second users is operating the digital camera; and

(f) enabling the first desired camera feature when the first user is identified, and enabling the second desired camera feature when the second user is identified.

3. The method according to claim 1 wherein the customization software is provided on a computer program product.
4. The method according to claim 1 wherein the camera customization software is provided by a Network Service Provider.
5. The method according to claim 1 wherein step (b) includes using a host computer to select the desired camera features.
6. The method according to claim 5 wherein the host computer is provided in a retail establishment.
7. The method according to claim 1 wherein the digital camera includes a removable memory card, and the plurality of firmware components is provided on the removable memory card.
8. The method according to claim 1 further including the step of providing first and second camera graphical user interfaces in the digital camera that are responsive to firmware stored in the programmable memory, and wherein the first camera graphical user interface is configured for the first user, and the second camera graphical user interface, which is different from the first camera graphical user interface, is configured for the second user.
9. The method according to claim 8, wherein the first and second camera graphical user interfaces use different icon styles.
10. The method according to claim 8, wherein the first and second camera graphical user interfaces use different color sets.
11. A digital camera configured according to the method of claim 1.

12. At least one computer program product having the customization software stored thereon for performing the method according to claim 1.

13. The method of claim 1 wherein the desired camera features that can be selected by the first and second users include particular sounds which the digital camera produces when images are captured or reviewed.

14. The method of claim 1 wherein the desired camera features that can be selected by the first and second users include configuring the firmware component(s) to create one or more html files to arrange images captured by the customized digital camera into a web page having a customized background color, header text, image date, image titles, or image size.

15. The method of claim 1 wherein the desired camera features that can be selected by the first and second users include monochrome or septia effects, and special effects filters.

16. The method of claim 1 wherein the digital camera includes a display, and wherein the desired camera features that can be selected by the first and second users include enabling images to be uploaded from an external device and displayed on the display.

17. The method of claim 1 wherein the desired camera features that can be selected by the first and second users include particular tone or color adjustments, or sharpness adjustments.

18. The method of claim 1 wherein the digital camera includes a display, and wherein the desired camera features that can be

selected by the first and second users include enabling a group of images to automatically be sequentially viewed on the display for a user specified period of time.

19. A method for customizing a digital camera for at least two particular users by programming the programmable memory of the digital camera which controls the operation of the digital camera, the method comprising the steps of:

- (a) displaying a list of selectable camera features that can be provided by the digital camera;
- (b) a first user selecting a first desired camera feature from the displayed list of camera features;
- (c) a second user selecting a second desired camera feature from the displayed list of camera features, wherein the second desired camera feature is different than the first desired camera feature;
- (d) programming the programmable memory of the digital camera to enable the first desired camera feature and disable the second desired camera feature when the digital camera is used by the first user, and to enable the second desired camera feature and disable the first desired camera feature when the digital camera is used by the second user.

20. The method according to claim 19 further including the steps of

- (e) displaying the first and second users on a display of the digital camera;
- (f) identifying which one of the first and second users is operating the digital camera; and
- (g) enabling the first desired camera feature when the first user is identified, and enabling the second desired camera feature when the second user is identified.

21. A digital camera configured according to the method

of claim 19.

22. A computer readable medium having computer executable instructions for performing the method of claim 19.

23. The method of claim 19 wherein the digital camera produces a first group of sounds when images are captured or reviewed by the first user, and a second group of sounds, different from the first group of sounds, when images are captured or reviewed by the second user.

24. The method according to claim 19 wherein the digital camera includes first and second camera graphical user interfaces responsive to firmware stored in the programmable memory, wherein the first camera graphical user interface is configured for the first user, and the second camera graphical user interface, which is different from the first camera graphical user interface, is configured for the second user.

25. The method according to claim 24, wherein the first and second camera graphical user interfaces use different icon styles.

26. The method according to claim 24, wherein the first and second camera graphical user interfaces use different color sets.

27. The method of claim 19 wherein the digital camera provides different tone reproduction or color reproduction for the first and second users.

28. The method of claim 19 wherein the digital camera provides different image sharpness settings for the first and second users.